

HOW TO MANAGE SOCIAL MEDIA HOAXES

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ABSTRACT

Social media in Indonesia is very popular and many people are addicted to it. Information, both bad and good occur in social media, moreover the health sector. Facebook, Path and Twitter are filled with various information about lifestyle, technique to maintain health, nutrition and tips face malignancy and how to prevent it. In the offline world, communities are typically responsible for enforcing norms of privacy and general etiquette. In the online world, new etiquette challenges abound. To reap the benefits of socializing and making new friends, teens often disclose information about themselves that would typically be part of an acceptable “getting-to-know-you” process *offline* (name, school, personal interests, etc.).

On social network sites, these stories are posted *online*—sometimes in full public view. In some cases, this information is innocuous or fake. But in other cases, disclosure reaches a level that is troubling for parents and those concerned about the safety of online teens, and once children put this information online, they will never get it back. On Facebook and other social media app due its anonym, and immediately, everyone can easily convey information including in the field of health, and not just whether he was expert or not.

Social media can be shared quickly, therefore information distribution to various parties seamless. The problem, not necessarily all information about health is valid and literally capable, danger when wrong health information was followed without have being reviewed.

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I. INTRODUCTION

Everyone wants a healthy life and happy, especially in the where medication cost expensive. Scheme be something coveted people and their championed day by day. Health information about current into commodities important in the middle of the intensity of promotion and propaganda drugs and health treatment in the newspapers.

One new trend in communicating information health is through social media. Social media be a the fastest and popular to provide information particularly in health. One of them is done by site www.dokter.id. The site is much to provide information practical about health useful for the society The site said that its content, products and services offered here to educate consumers about health care and medical problems. Content, products or services to be considered on its web site is not intended as a substitute for medical advice.

Content, products or services should consider the website not intended as a substitute for medical advice, diagnosis or professional care. The doctor in Indonesia not intended to provide medical treatment, nursing or counsel health, the diagnosis and professional care.

Figure 1 Site of dokter.id



This site of a “doctor Indonesia” is not intended to provide medical services, nursing or counsel health, the diagnosis and professional care. The governor suggested a member of doctor Indonesia to remain ask advice from a doctor or health care providers relates to a question on health personal or a medical condition. This paper is not talked about site and good proportional when describe or tell health but they even “falsehood “or hoax to be distributed through social media. The question answered in this paper this, what are being spread and what are the objectives and function of the activity. Methods used are content analysis coupled with in-depth interviews to those who spread this bad hoax.

II. THEORETICAL FRAMEWORK

Talk about health and social media is something amazing. Accessibility and the availability of a source of exceptionally aid the reader and user mass media get the information they like. Social media is the collective of online communications channels that dedicated to specific community-based input, interaction, content-sharing and collaboration. Applications and Websites dedicated to some social forums, social networking, microblogging, are among the different types of social media.

In this paper, a type of social media popular in Indonesia is Facebook. Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

Social media from the customer's perspective, makes it easy to tell everyone and the company about the people experiences with that company -- whether those experiences are bad or good. The company can also respond very quickly to both positive and negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence.

Cheryl Burgess (2013), from Blue Focus marketing said that Social media consists of various user-driven (inbound marketing) channels (e.g., Facebook, Twitter, blogs, YouTube). These channels represent a stark difference from the advertiser-driven (outbound marketing) push model. As the principal owner of the customer relationship in the firm, typically, the marketing department is responsible for managing these social media channels. Although some may argue that the customer relationship is "everyone's" responsibility in the firm, the overarching responsibility rests with the marketing department as the champion for the customer." (<https://storify.com/Haleybarcelona/what-is-social-media>).

In other definitions, social media is the new Wild, Wild West of Marketing, with brands, businesses, and organizations jostling with individuals to make news, friends, connections and build communities in the virtual space. A plethora of platforms ranging from Facebook, Twitter, LinkedIn and YouTube to a vast variety of newly emerging and rapidly dwindling services, like, Foursquare and MySpace, social media is all about influencing people one-on-one; and achieving P2P (person-to-person) communication that influences awareness, acceptance and behavior. Powerful tactics and tools of communication, social networks can and should play an important role in every brand-building, maintenance and protection strategy. (Weinsten, <http://www.strategicobjectives.com>)

The bottom line is passing social media everyone involved could exchange information and able to distribute opinion directly without to go through “gatekeeper “as often done in the traditional media. Different from traditional media having an editor as a “information gatekeeper” in social media user or anyone else received information which can act as a judge, and also expected to deploy anew the information despite what information provided it right or wrong.

The problem is how about if this news given mistaken, or the news distributed cannot be clarified? Danger when wrong information in social media like hoaxes and rumors was believed to be the single truth and not adequately scrutinized.

“Social media rumors have been around as long as the Internet and hoaxes have spread from email to chat rooms and networking sites. With this quirk of social networking space, we can learn a lot from the mistakes of others. It’s only takes a second to click that share button but how do you know what you are reading and sharing is true? If you’re sharing a post that seems highly suspicious without at least checking Snopes.com or googling it, you’re doing a disservice to your followers and yourself. (<http://socialmediasun.com/social-media-rumors>)



For example, is this photo. The photo, as captioned, tugged at the heartstrings. So it was no surprise that it quickly went viral. But it was soon revealed to be a staged shot taken by a photographer in Saudi Arabia as part of a conceptual art project. The grave was fake, and the boy was the photographer's nephew. The photographer, 24-year-old Abdel Aziz Al-Atibi took the photo of his nephew Ibrahim on January 3, 2014. He then posted it to his Instagram account, with the message, "Some kids might feel that their dead parents' bodies are more affectionate to them than the people they're living with." He later explained to beirut.com: "I'm a photographer and I try to talk about the suffering that is happening in society, it's my hobby and my exaggeration is intended to deliver my idea.

(http://hoaxes.org/photo_database/image/orphaned_syrian_boy_sleeping_between_his_parents_graves.)

So, the image quickly went viral, but as it did so people assumed it showed a child whose family had been killed during the conflict in Syria. And it quickly gained a caption to that effect. When Al-Atibi learned of how the photo was being misunderstood, he uploaded more photos

showing other shots of his nephew during the photo shoot, to demonstrate that the scene was a staged art project.

Hoax news are considered fact but the information is made to be true, which is actually doubtful. Example hoaxes below were spread widely in cyberspace in Indonesia.

*Hati-hati, bumbu mie instant tidak boleh dimasak!!!
Peringatan bagi kita semua bahwa mie instant tidak boleh dimasak bersamaan dengan bumbunya, karena msg (mono sodium glutamat) bila dimasak di atas 120c akan berpotensi menjadi karsinogen, pencetus kanker. Perhatikan semua kemasan mie instan, kebanyakan prosedurnya masak mie dulu baru ditaburi bumbu. Bumbu di taruh di mangkok dulu. Jadi jangan pernah masak mie beserta bumbunya! Bahaya!!!*

[Be careful, instant noodle seasoning should not be cooked!!!
A warning to us all that the instant noodles should not be cooked along with the marinade, for msg (mono sodium glutamate) when cooked at above 120C will potentially be carcinogens, cancer triggers. Notice all the packs of instant noodles, cook the noodles first procedure most recently sprinkled seasonings. Seasoning in place in the first bowl. So do not ever cook noodles along with the marinade! Dangerous!!!]

“Dan dari hasil penelitian: mengkonsumsi mie instant 4 hari berturut2 berpotensi kanker, mioma, kista atau amandel sebesar 75%. Jika anda tidak percaya, cobalah ambil kuah / bumbu mie instant lalu taburkan ke atas pot yang berisi Bunga/ tumbuhan. Beberapa hari kemudian tumbuhan tersebut akan layu/mati. Berlaku dalam ukuran (1:1)” (<http://www.thecrowdvoice.com/post/hati-hati-bumbu-mie-instan-3885296.html>)*

[Based on results of research: eating instant noodles 4 days berturut2 potentially cancerous, myom, cysts or tonsils by 75% *. If you do not believe, try to download the sauce / seasoning of instant noodles and sprinkle onto pots containing flowers / plants. A few days later the plants will wither or die. Applicable in size (1: 1)]

The above texts/ information provided seem to be valid because it included link under that information and flavored with words “if you do not believe”. But when we want to know further of links delivered not also included sources who can guarantee that information is true. There is no research carried out that strengthens the threat.

According to the speakers who interviewed Yuyun Handayani, a housewife in Tangerang, Banten she felt helped with the information and she then spread and gave a copy the news to the whole family he loved.

“I spread via group WhatsApp and via my BBM group, because I think this information is useful for me. And I also often receive similar information and then i spread to friends and family I loved,” She said.

Yuhuan Handayani felt confident that the information submitted is true so she spread directly immediately after she received the information.

“I believe because there is link at the bottom, so this news is not a hoax,” she said although she failed to find directly the truth the information of that really had the authority about that.)

A similar trend was also carried out by Judisetiawan (46) other residents in Tangerang, when asked from which get a source of information. This respondent said the source of this hoax from his friends in WhatsApp’s group or community. So both respondents although believe in information provided but do not know the source or who delivered first such information.

Why the hoaxes that are circulating in the virtual world are very popular, especially that concerning health? According to official website provincial health department of Jogjakarta Indonesia. health news is very important. Health is a very important point for everyone. (http://dinkes.jogjaprovo.go.id/berita/detil_berita/709-opini-hoax-disinformasi-paling-digemari)

When we receive and send information, we must use our logical thinking. In the offline world, communities are typically responsible for enforcing norms of privacy and general etiquette. In the online world, new etiquette challenges abound. In order to reap the benefits of

socializing and making new friends, teens often disclose information about themselves that would typically be part of an acceptable “getting-to-know-you” process *offline* (name, school, personal interests, etc.).

On social network sites, this kind of information is now posted *online*—sometimes in full public view. In some cases, this information is innocuous or fake. But in other cases, disclosure reaches a level that is troubling for parents and those concerned about the safety of online teens, and once children put this information online, they will never get it back (<http://www.internetsafety101.org/snsdangers.htm>). Teens are posting a tremendous amount of information on their online profiles, so it is vitally important that teens use strict privacy settings and are savvy about the individuals they allow to view their social networking profile. Since kids are often trying to catch the attention of and gain approval from their peers, some teens tend to post content to appear popular or to gain a response from others in their online community; teens jockey for status, post risqué pictures, brag about the previous weekend’s adventures, and can easily use this digital space to humiliate others or post inappropriate content. No information is truly private in the online world; an online “friend” can forward any information posted on your child’s site in a moment (<http://www.internetsafety101.org/snsdangers.htm>).

III. IMPLEMENTATION

What is social media? According to *Scott Klososky, former CEO of three successful startups, including Webcasts.com, which he sold for \$115 million. (2011:3)*, this definition describes any website or service that facilitates using a piece of media to share an idea, advertise, promote or deliver content. Media in this sense could be document scribd.com), presentations

(slideshare.com), photos (flickr.com), or videos (youtube.com.) For some reason, the media (newspapers, TV, radio) seem to denote all areas of the social sphere on the Web. When people use the incorrect vocabulary to describe an area of the social sphere, they confuse and weaken the ability to discern the three areas: social relevancy, social media, and social networking. Social media is already a powerful source of information transmission on a worldwide scale. People with an expertise in a discreet area or with something important to get across are leveraging social media sites to “talk to” 1.8 billion other people—for free.

So how to handle information in the social media to prevent bad information or hoaxes? Veteran journalists Bill Kovach and Tom Rosentiel focus on nine elements of journalism in their book “The Elements of Journalism: What News People Should Know and the Public Should Expect. First, “Journalism’s first obligation is to the truth. And Its first loyalty is to citizens, its essence is a discipline of verification. Its practitioners must maintain an independence from those they cover. It must serve as an independent monitor of power. It must provide a forum for public criticism and compromise. It must strive to make the significant interesting and relevant. It must keep the news comprehensive and proportional. Its practitioners must be allowed to exercise their personal conscience. (Kovach, 2001).

From this perspective, we must prevent bad information, with focus on nine element of journalism especially the element of verification. Our first obligation is to tell the truth, and we must loyal to citizen and we must maintain an independent from those they cover. The publisher of journalism – whether a media corporation answering to advertisers and shareholders or a blogger with his own personal beliefs in social media — must show an ultimate allegiance to citizens. They must strive to put the public interest – and the truth – above their own self-interest or assumptions. Writing a blog entry, commenting on a social media site, sending a tweet, or

“liking” a picture or post, likely involves a shorthand version of the journalistic process. One comes across information, decides whether or not it’s believable, assesses its strength and weaknesses, determines if it has value to others, decides what to ignore and what to pass on, chooses the best way to share it, and then hits the “send” button. Though this process may take only a few moments, it’s essentially what reporters do.

However, two things, separate of this journalistic-like process from an end product that *is* “journalism.” The first is motive and intent. The purpose of journalism is to give people the information they need to make better decisions about their lives and society. The second difference is that journalism involves the conscious, systematic, application of a discipline of verification to produce a “functional truth,” as opposed to something that is merely interesting or informative. Yet while the process is critical, it’s the end product – the “story” – by which journalism is ultimately judged.

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